



Globe Opens New 'Discount City' To Area Shoppers on Wednesday

A new shopping experience for Baton Rouge area residents is promised with the grand opening of Globe Discount City, ***

1600 Florida Blvd., Wednesday at 9:00 a.m. Globe is a complete, full line discount department store and includes a 20,000 square foot discount food supermarket. The over-all area of the new Globe building is over 110,000 square ***



E. M. (LOU) ZALTA
Globe General Manager

"Our new Baton Rouge Globe is the most exciting addition to our chain," said E. M. (Lou) Zalta, the Globe chain's young general manager. "This new Globe unit is undoubtedly the most beautiful of all our stores." Zalta has been with Globe since its inception and he has been greatly responsible for the chain's success. His experience in accounting, finance, and management are reflected in every phase of the Globe operation. Zalta, who spearheads Globe's expansion, further commented, "We chose Baton Rouge for a Globe site because of the city's outstanding record of growth and progress."



ORVILLE YARBROUGH
Globe Manager

Orville Yarbrough, formerly manager of one of Globe's most successful Houston stores and who was named Manager of the Year for 1963, transferred to Baton Rouge two months ago and will head up Globe's management team for the new store. Commenting on the selection of Yarbrough for this responsibility, Harry Bolen, Globe operations manager, said, "Yarbrough typifies the youthful spirit and drive of our organization. We couldn't have made a better choice for this important position."



HARRY BOLEN
Globe Operations Manager

All operative functions in the daily management of Globe are under the watchful eye of Harry Bolen, a seasoned 30-year veteran in the field of mass merchandising. When asked to describe his position, Bolen had this to say, "Mine is the job of seeing that each store is operated with the greatest economy, for, as I'm sure you know, any unnecessary operational costs become overhead costs and ultimately must be paid for by our customers. It is my responsibility to maintain this operational cost as low as possible so as to effect greatest savings for our Globe shoppers."



LEON KRANDEL
Globe Sales Manager

Leon Krandel, Globe sales manager, handles one of the chain's most responsible and unique jobs. His is the day in, day out task of coordinating advertising, merchandising and sales; of making absolutely sure that in every way the policies that have made Globe successful are not abridged in any way. Krandel has been a top Globe executive since the first Globe made its debut in November of 1960.



A. J. GINSBERG
Top Merchant

Quality merchandising is an all important factor in Globe's success and, according to General Manager E. M. (Lou) Zalta, "the greatest merchandising manager I have ever met is A. J. Ginsberg. He is way out in front when it comes to counseling with his buyers in the selection of quality styles and merchandising, for our over 70 full departments."



SCOGIN YAHNKO

Bon Scogin and Robert Yahnko are the assistant managers of the new Globe. Bon Scogin will supervise all soft goods departments, including ladies' ready-to-wear, men and boys' wear, children's clothes and other kindred departments. Robert Yahnko will oversee the hard good departments, including sporting goods, housewares, hardware, toys, books.

The easily accessible parking lot provides store-side parking for over 1000 cars. The store is built on an 18 acre tract.

"Globe is a completely different type of discount store," said E. M. (Lou) Zalta, Globe general manager. "With Globe, 'discount' is more than a word—it's a dedicated way of doing business."

Zalta continued, "Globe Discount City will be able to provide its customers with actual savings of as much as 50 percent of usual retail prices. This goes for groceries, branded drug items, as well as fine clothing for the whole family, appliances, jewelry, house-goods, and auto accessories. Low overhead and high volume are Globe's proven formula."

Globe's single level air conditioned main building contains 70 complete departments with hundreds of thousands of items. Ten electronic central checkout stands plus 10 additional checkout stands in the Globe supermarket, will handle the anticipated volume and save time for customers. Overhead direc-

tional signs guide shoppers through this one-stop, self-service store.

"A special feature of our new Baton Rouge Globe is our 4,000 square foot discount cafeteria," Zalta stated. "To the best of our knowledge, this is the first discount cafeteria in the southern half of the United States." Globe's Sun Room will serve a wide selection of foods and beverages.

Globe is not new to discounting. "We were pioneers and have been one of the nation's leaders in the retail revolution," Zalta said. Globe's years of successful operation in the discount department store field have received national acclaim. Many other chains have copied the Globe operation.

According to Zalta, all of the merchandising innovations which have been developed in the Globe chain will be incorporated in this newest Baton Rouge store.

"Through our unique modern merchandising methods, Globe can pass unusual savings on to its customers," Zalta said. "Nowhere in Baton Rouge will

the shopper find higher quality merchandise at lower prices than at Globe. Lower prices do not mean cheaper merchandise. Hundreds of our items will be popular name-brands. Globe will not carry anything that is not top quality."

In addition to manufacturer's guarantees, Globe will offer its own full guarantee on the merchandise it handles. As Zalta puts it, "There will never be a question on returns. The customer must be completely satisfied, regardless of the circumstances."

The entire physical plant of Globe Discount City was designed to make the customer's shopping easier, with extra-wide aisles and king size shopping carts.

Store hours will be from 9 a.m. to 9 p.m. Monday through Saturday.

Construction of the new Globe was by Goodrich Associates of New York, investor-builders. Architect is Clinton R. Dodson, A.I.A. of Baton Rouge, and Culpepper Construction of Albany, Ga., was the general contractor.



Sun Room Will Offer Full Menu

The Sun Room is a Globe innovation and another of the many firsts for the chain. This unique dining area will offer a full menu of delicious foods served cafeteria style.

The 4,000 square foot dining area is geared for fast, efficient service. Graceful period chandeliers and unique table groupings add to the overall effect.

The Sun Room is located at the front of the store, just to the right of the main entrance.

The color scheme of yellow, orange and beige in this area reflects a bright, happy sun-filled atmosphere.

In addition to the Sun Room, Globe will also have a large snack bar with popular foods, snacks, beverages and a fresh donut machine. Ice cream fountain specialties and popcorn and hot dogs will also be served.

TIRE AND SERVICE CENTER TO OPEN—A big Globe Tire and Service Center is now under construction and will open soon. The center will be equipped to handle 16 cars at one time in the service bays. Only nationally advertised brands will be stocked, including all major oils, famous Fisk tires and batteries, E-Z Ride Shock absorbers by Monroe, Banner seat covers, Motorola car radios and many others. Hundred plus octane gasoline will be sold. The center will maintain a stock of over 3,000 tires, 500 batteries and a complete selection of shock absorbers, mufflers, tailpipes, seat covers, front end parts, and other service items. Twenty trained service people will man Globe's Tire and Service Center.

Grand Opening Savings From Our Shoe Dept. For The Entire Family

Ice Cream Colors
Teens and Ladies
Patina Skimmers

Compare at 2.99 **1.90**

"Patina Skimmers" in bright and shiny ice cream colors from "FAIR-SETS". Sizes 4 1/2 to 10 in white, black, pink, powder blue, lemon, nude, red.

high and medium heel heights
Classic Pump
Compare at 4.99 **3.00** pr.

The high and medium heel fashion pump in patent lite is the "Classic Pump." Colors in Spring red, black, bow blue, shimmering pink, lemon yellow. Sizes 4 1/2 to 10. Also in black or white patent leather.

Teens & Ladies
Sailcloth
Casuals
Compare at 1.99 **93c** pr.

Teens and ladies sailcloth cotton with rubber soles for longer wear and comfort... elasticized insert for better fit. Sizes 4 1/2 to 10 in black & bone.

Save on Italian
Styled Slides
Globe **1.50**
Discounted

Stylish in Italy for that "flair" and cushioned for added comfort. Sizes 4 1/2 to 10. Gold, Silver, Ice, White, Italian Tan.

BUY OF THE YEAR! CHILDREN'S FAMOUS BRAND SHOES
COMPARE AT \$7.00 a pair on all nationally famous brands including Buster Brown, Gerberich, Ted-Mater, Child Life, Dr. Posner, Jumping Jacks, Robinson Crusoe and Stride-Rite. Wide selection, full range of sizes for girls and boys. **\$3** pr.

MENS
Barrister
NAVY OXFORDS
Globe Discounted... **4.44** pair

Man size value from "Barrister"... constructed of official navy lasts. Choose your savings from black leather in sizes 6 1/2 to 12.

The "Cross Country"
Indoor Track Shoes
The buy of the year... the indoor track shoe with full cushioned innersole. Sizes 2 1/2-6, 6 1/2-12 in black with white, denim with white. **1.91** pr.